DEPARTMENT OF COMMERCE
WASHINGTON D. C

MONTHLY NEWS BULLETIN

of

COMMERCIAL STANDARDS GROUP, BUREAU OF STANDARDS

November 15th, 1928 S. F. TILLMAN, Editor No. 44.

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ADDRESS INQUIRIES TO "COMMERCIAL STANDARDS"
ROOM 316 COMMERCE BUILDING
WASHINGTON D C.
REQUEST YOUR VENDORS TO BILL YOU ON THE SIMPLIFIED INVOICE FORM.

PROGRESSIVE OBSOLESCENCE

Ray M. Hudson, Assistant Director, Commercial Standards.

The sales manager's job is to extend markets and build up volume. The ways by which he achieves these ends are many. More advertising, more salesmen, more outlets for the product are commonly expected to produce these results.

As competition increases, price-cutting occurs, until the craze for volume swells sales expenses, increases distribution costs, and reduces profits even though the factory be operating at capacity. In cases where factory capacity is in excess of current sales volume, pressure for greater volume becomes acute, and greater effort is made to secure it. New ideas in selling develop.

Among recent proposals is "progressive obsolescence", meaning the quickening of sales by inducing people, who can afford it, to buy a greater variety of goods on the same principle such people now buy autos, radios, and clothes, i.e., "not to wear out but to trade in or discard after a short time, when new and more attractive goods or models come out." While some stimulation of obsolescence is not uneconomic, the danger lies in its probable application to buyers who can not afford it and who might better put more of their income into more permanent investments. That uncontrolled obsolescence has great potentialities for economic waste and loss is obvious. Too high a frequency of purchase is relatively as wasteful for the consumer as too high a frequency in change of design, size, style or model is for the manufacturer and the merchant.

Against such blind grasping for volume are intelligent market analysis; simplification of product to lines in most constant demand; concentration of production and selling effort on the simplified line; reduction of manufacturing and selling cost and consistent reduction in price to the consumer; improvement in quality through scientific research; orderly revamping of product based on intelligent analysis of consumer wants, trends in taste, and ability to buy; the searching out of new uses for, or applications of, the product; and advertising that reckons with all of these matters.

Extra volume secured through these latter avenues is bound to be more permanent and profitable than that gained through forced obsolescence.

2. SIMPLIFIED INVOICE LEAGUE. Reports from August 31 to October 30, 1928 from various firms on the extent to which their incoming invoices conform to the SIMPLIFIED INVOICE FORM are as follows:

COMPANY	PERIOD	INVOICES CHECKED	ON SIMPLIFIED FORM	PER CENT OF ADHERENCE
Westinghouse Electric and Manufacturing Company, East Pittsburgh, Penna.	----	----	----	60.00 (Approx.)
Barber Greene Company, Aurora, Illinois	13 days	545	165	30.28

COMPANY	PERIOD	INVOICES CHECKED	ON SIMPLIFIED FORM	PER CENT OF ADHERENCE
American Beet Sugar Co., Denver, Colorado.	----	----	----	30.00 (Approx)
Refinery Supply Company. Tulsa, Oklahoma	6 days	96	14	14.59
Philadelphia Company, Pittsburgh, Pennsylvania	----	----	----	5.00 (Approx.)

It is our intention to publish in each issue of this bulletin statistics of the above nature. We invite all firms to review their incoming invoices over a period of ten to fifteen days and then inform us as to the number which conform in all respects to the SIMPLIFIED INVOICE FORM. Invoices which only partly conform to this standard should not be counted. If you are not already familiar with this project, please write us and we will send you any information, at our disposal.

3. COLOR STANDARDIZATION. An overwhelming vote of more than two to one in favor of color in the kitchen was the outstanding result of the canvass recently conducted by the HOUSE FURNISHING REVIEW. One hundred and twenty-five questionnaires were sent out. The answers of the buyers to the question, "Should buyers and manufacturers act together to adopt a color standard, and how would you suggest that this be done?" offered a good index of the need for some definite move for standardization of colors. Ninety-nine of the 125 voted in favor of standardizing colors, as compared with three opposed to that step.

4. STANDARDIZED METHOD OF MEASURING GAS FLOW. Means of standardizing the methods of measuring the open flow from natural gas wells is the subject of a study just completed and made public by the Bureau of Mines of the Department of Commerce. The open flow of a well is the volume or quantity of gas, measured under standard conditions, that a well will produce when open to the atmosphere. There are several methods used for determining the open flow of wells; some methods are more suitable under certain conditions than others. As a result of the tests made by the Bureau of Mines, in the Chickasha, Oklahoma, gas field, the following conclusions were drawn:

Until further experiments have proved otherwise, a standard length of well-head nipple should be adopted. Possibly a nipple 10 or 20 feet in length would give more accurate results, but its use in the field would not be practical. The general adoption of a uniform short length would be equitable to all, and the taking of open flows certainly would be simplified.

5. FREIGHT CAR STANDARDS. Standard Railway cars have been designed for India by the railway board of that country, in cooperation with the carriage and wagon standards committee which was appointed in 1924 to revise the existing designs prepared in 1921. More than twenty years ago the locomotive and carriage superintendents'

committee, which may be regarded as the parent of the existing carriage and wagon standards committee, put forward proposals to standardize certain details of Indian railway rolling stock. Later on, these proposals were extended to the preparation of standard designs for certain types of broad-gauge and meter-gauge cars and carriage underframes, and this work was intrusted to a sub-committee of the locomotive and carriage superintendents' committee, which commenced work in 1919 under the Indian Railway Conference Association. In 1921 the existing designs were revised and certain others were prepared; these designs are known as the I. R. C. A. designs.

6. UNIFORM TRAFFIC CODE. The uniform traffic code worked out by the State Traffic Commission became effective throughout New Jersey, September 1, 1928. New Jersey is said to be the first State in which every regulation, signal, and marker pertaining to traffic, in city or country, is uniform, and engineers and traffic authorities throughout the country are reported to be watching the experiment with keen interest.

Traffic signals may no longer be located in the center of the street, but must be placed at the nearest points conveying the message of direction. "Jay Walking" is made a misdemeanor. Coasting with clutch out or gears in neutral is prohibited. Stop signs are yellow, with red lettering, and slow and caution signs yellow, with black lettering. Direction, information, restriction, one-way and detour signs are white, with black lettering. Automobile trucks outside of business or residential districts are prohibited from following each other at intervals of less than 100 feet. Speed limits are liberalized by the new code, and the smooth and safe flow of traffic will depend upon the working of the new regulations.

Although the new code differs in a few respects from the model municipal traffic ordinance issued August 1, 1928, by the National Conference on Street and Highway Safety, it is the hope of the National Conference that other legislative bodies will follow the example of the New Jersey Legislature in adopting without change an ordinance prepared by experts, thus promoting uniformity in traffic regulations throughout the country.

7. CALIFORNIA FRUIT SURPLUS TO BE USED. The claim has been made that the threatened overproduction of raisins, grapes and peaches in the San Joaquin and Sacramento Valleys may be turned to profit by adopting scientific methods for disposing of all waste products and the surplus. A plan is said to be under consideration for the construction of several plants of sufficient capacity to turn all of the waste and surplus products into commercial alcohol, carbonic-acid gas, and other by-products.

8. SYNTHETIC LUMBER FROM CORNSTALKS. Synthetic lumber manufacture may not depend in future on saw-mill waste, if plans to utilize cornstalks for this purpose as well as for insulating board and paper pulp are consummated. The possibility is said to have been demonstrated within the past year of collecting cornstalks for the purpose at a cost comparable with that of other materials, which would appear to open up a wide outlet for the utilization of this important by-product.

9. MOTOR FUEL FROM COAL. Active investigations to develop primary and secondary sources of motor fuel against the future declining period of petroleum production are reported by the Bureau of Mines to have gone steadily forward with noteworthy practical achievements. The Bergius process for hydrogenation and liquefaction

of coal converts coal into crude low-grade oil from which, by further refining methods similar to those used in the petroleum industry, gasoline, kerosene, Diesel-engine fuel oil, and pitch are obtained. A parallel development has been the conversion of coal into gasoline substitutes by catalytic methods, by way of complete gasification of coal or coke with subsequent conversion of this gas into alcohol or hydrocarbons. The Bergius process gives a yield of 140 U. S. gallons of refined products per short ton of typical gas-flame coal of 6 per cent ash, made up of 48 gallons of motor fuel, 54 gallons of Diesel-engine and creosote oils, 16 gallons of lubricating oil, and 22 gallons of fuel oil. Several companies in this country have successfully developed the commercial manufacture of methanol from coal for American needs for solvent and chemical purposes. Although methanol is inferior to gasoline for motor fuel it is stated that it can be so used. It is predicted that the next five or ten years will show much advance both in direct hydrogenation of coal and in the hydrogenation of carbon monoxide.

10. WHOLESALERS TAKE UP CASH-AND-CARRY IDEA.- Wholesale grocery houses in various parts of the country are conducting at least part of their business on a cash-and-carry basis. One suchfirm in Portland, Oregon, is reported to operate on a 7 per cent over cost basis. Credit is given only to a preferred list of customers who are compelled to pay weekly. The firm maintains one list price to everyone and charges from 25 cents to $2 for delivery of orders under $100. Sometimes a cash-and-carry department is maintained as a supplement to the regular jobbing business. In other cases, the same firm operates a wholesale grocery service house and a cash-and-carry house under separate names.

11. RETAIL PROFITS THROUGH STOCK CONTROL. - Many systems of stock control have been developed as a means of securing a balanced inventory and thereby a profitable stock turn. Some have found, however, that the stock control systems recommended either required so much additional labor to carry out or were so complex as to defy understanding, and, so, practically as great a source of concern as a haphazard inventory. Here is one solution of the problem. "Retail Profits Through Stock Control". This 11-page printed publication, prepared by the Domestic Commerce Division, Department of Commerce, for free distribution, describes a stock control system so simple as to be understood and installed by any business man with little or no additional clerk hire.

As for effectiveness of the plan, it need only be said that the store using it decreased the number of items carried by 32 per cent, reduced the capital invested in stock by 8 per cent, and increased its volume of sales by 20 per cent. What is more, the store's dollar profits were increased 50 per cent. The inventory reduction was not accomplished all at once or once for all. It was done as the control system showed that certain items were too slow-moving or otherwise unprofitable to handle. The capital thus released was used to experiment with new lines, but all with the purpose of finally having an inventory properly related to sales volume and including just those items which had demonstrated their success on the consumer market.

In the preceding distribution cost study released by the Department, "Analyzing Retail Selling Costs", it was found that in a Company operating stores in four large cities 33 per cent of the sales person's time was idle, 17 per cent was devoted to stock care, 8 per cent to interviews, and only 42 per cent to actual

sales. Since somewhat similar conditions probably prevail in other stores, it seems possible that the idle time found in this study could well be utilized to operate a stock control plan such as that described in "Retail Profits Through Stock Control".

12. COTTON UTILIZATION EXHIBIT. - An exhibit of the utilization of cotton fiber and seed, covering hundreds of manufactured commodities, was a feature of the National Cotton show held at Memphis, October 13 to 20. The exhibit was prepared by the Department of Agriculture with the assistance of the Department of Commerce, and the Cotton Textile Institute.

The Utilization of cotton seed and of cotton linters is shown in hundreds of products from animal feeds to cellophane, the new transparent covering for fruits and vegetables and candy boxes. The various ways and places where cotton enters the manufacture of motor cars is demonstrated, about 35 pounds of cotton being used on the average in each automobile in the manufacture of tires, seat cushions and covers, tops and other parts. New fabrics and dress designs intended to increase cotton consumption form part of the exhibit, and products of cotton linters such as paints, mattresses, felting, cellulose, explosives, and other commodities are shown. The suitability of cotton bagging for cotton bale covering is demonstrated by the exhibition of bales which have received twice the handling usual in international trade, on which the cotton covering is reported to be in first class condition.

13. TRANSPARENCY OF DIFFERENT FABRICS. - Tests recently made by the Bureau of Standards show that the amount of ultraviolet radiation transmitted by fabrics made from various kinds of thread, cotton silk, wool, linen, and rayon, differs considerably. Measurements were made on close-weave and open-weave cloth. The results of the research demonstrate the superiority of bleached white material for high transmission of ultraviolet rays through the thread. A slight yellowing of the natural silk or the yellow color of unbleached cotton greatly reduces the transparency to the ultraviolet rays as do most of the dyes in common use. Of dyed fabrics, the one having an open weave transmits the most ultraviolet, irrespective of the composition of the thread. White cotton, viscose and cellulose acetate rayon and linen, are the most transparent to ultraviolet rays. Natural silk not yellowed with age stands a close second. Woolen fabrics are only about one-half as transparent to ultraviolet solar rays as white cotton.

14. HIDES AND SKINS GRADE STANDARDS TO BE DEVELOPED. The lack of uniform methods in the hide and leather industry of selecting, grading, marketing, and receiving hides and skins has led the Bureau of Agricultural Economics, United States Department of Agriculture, to undertake the development of Standardized grades. It has been an established trade practice to market hides and skins as "New England", New York State", "Middle West", "Northwestern", "Northern-Southern", "Central Southern", "Far South", etc. As a matter of fact there are many different grades, take-offs, cures and methods of delivering, for hides coming from each of these areas Furthermore, one inspector may call a hide or skin No. 1 grade, while another inspector may call it No 2. With fixed standards accepted by all branches of the industry much confusion and loss would be eliminated. Investigations are about to be made to determine variations in all essential characteristics of hides and skins, practical methods of measuring these variations, and suitable grade factors for the various kinds and classes of hides and skins; and, to formulate permissive grade standards for those commodities. Because millions of hides and skins are imported yearly, the work of the Bureau, it is said, will ultimately be extended to cover imported hides and skins.

15. CAUSE FOR LOSS OF TRADE BY RETAIL STORES INVESTIGATED. - A survey of 200 consumers by a nationally known manufacturing and distributing company disclosed that most had ceased to trade with certain retailers because of the indifference of sales people and unnecessary delays in being waited upon. Other reasons given, in the order of frequency, were attempts at substitution, errors in bills, slow deliveries, overinsistence by clerks, tactless policies, general poor management, ignorance of goods and refusal to exchange.

16. "THE COST OF COMFORT" - How to erect a dwelling so as to insure minimum heating cost is described in "The Cost of Comfort", a publication just issued by, and obtainable free on request to, the National Lumber Manufacturers Association, Transportation Building, Washington, D. C. Builders who have puzzled over the problem of the kind of material to choose to insure winter comfort at the lowest cost have in this handbook on the economics of dwelling insulation a manual which treats from a scientific angle of the heat retention properties of various materials in wall, floor, and roof construction.

The booklet is designed not only for builders, architects, and contractors but is written in such manner that the average prospective home owner can study the relative merits of the various materials from the point of view of insulation. It is illustrated with more than 36 diagrams and over 90 tables showing in detail the actual labor and material costs for various types of wall, floor, and roof construction.

The essential point of this publication is that while fuel economy can be accomplished by various forms of wall construction, the additional charges resulting in an increase of cost of the structure may much more than offset the fuel saving; and that from an economic view point, at least, the simpler types of dwelling construction may be most satisfactory.

17. "HAND-TO-MOUTH BUYING". - With a view to checking up the reported wide-spread change in purchasing methods during the past ten years, the Institute of Economics is making a study of "hand-to-mouth buying". Purchasing agents are being asked how far ahead their company has been in the habit of placing orders for two of the more important commodities purchased in 1914, 1918, 1922, 1924, 1926 and 1928; what proportion the approximate average inventory for those years has been of the year's needs; whether there has been any important change in inventories carried in proportion to annual requirements; whether there has been any definite improvement in the company's purchasing technique during the past five years; whether the company is buying more frequently and in smaller quantities, and, if so, why.

18. GRADE-MARKING OF LUMBER BULLETIN. - The National Committee on Wood Utilization is advocating the marking of every piece of lumber with a stamp indicating its quality or grade in conformity with specific standards, as a step toward better merchandising and of direct benefit to manufacturer, middleman, and consumer alike, giving assurance as to kind, quality, and standard of dimensions. The idea of grade marking is said to have been endorsed by all of the organizations representing producers, distributors and users of lumber. The National Lumber Manufacturers Association is instituting a marking system whereby lumber produced by Association members in accordance with American Lumber Standards, will be so grade-marked. It is stated that the cost of placing grade marks on each piece of lumber is a negligible factor, amounting to only a few cents per thousand feet, and that lumber prices are not advanced by grade marking, which has long been practiced by some lumber associations. Grade marking permits a closer utilization of timber, making the total product of a tree more valuable, and is therefore expected to have an important effect on reforestation.

"Grade Marking of Lumber for the Consumers' Protection", issued by the National Committee on Wood Utilization, explains the potential advantages from the general practice of proper grade marking. It may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for ten cents a copy.

19. CONSUMER SERVICE. - A certain New England Carpet company has established a consumer service as a supplement to its national advertising. This service, comprises a home decorating department, whose advice on color, design, and harmony, of furnishing scheme is available to any prospective user of the company's rugs and carpets. Each inquirer is given a booklet on "Color and Design in Home Decoration" and the names of two local dealers handling the Company's products.

20. BENEFITS OF AUTOMOTIVE STANDARDIZATION. - No industry has been more active or produced more standards than has the automobile industry, declared C. F. Clarkson, general manager of the Society of Automotive Engineers, at the National aeronautic meeting of the Society in Los Angeles recently. Standardization of the right type is in no sense stagnation; it must always be subordinate to progress and design. Standardization does not impede necessary change, he continued, but facilitates the making of needed changes economically. It decreases the original cost and the cost of scrapping special designs, which must of necessity be relatively expensive. The present condition of very satisfactory prosperity in the automobile industry is due in a large part to the action of its far-sighted pioneers, who foresaw the advantages of standardization.

To the adoption of the standardization policy in the automotive industry is largely due the achievement of the American car in its present internationally dominating position. It has been estimated by a large group of engineers that had not the standards been developed, the price of the automobile today would be at least 15 per cent greater than it is. There is every reason to believe that similar advantage can be gained by the aeronautic industry, provided the work of standardization in its field is taken up sufficiently early in a comprehensive way.

21. WOULD STANDARDIZE TRUCK WHEEL ANGLES. Suggestions have been made by several truck manufacturing companies that the question of standardizing the inclination of steering knuckle pivot pins be taken up by the standards committee of the Society of Automotive Engineers. The desirability or otherwise of taking up this project is now before the members of the motor truck division of the standards committee. It is pointed out that the angle of the pivot pin controls the camber and the caster of the front wheels and affects the toe-in, which in turn determines to a considerable extent the wear of the tire tread. Considerable experimental work has been done by tire and vehicle makers to ascertain the best degrees of caster, camber and toe-in of the wheels, and the first move toward standardizing these would be to gather and analyze all such data.

22. THIRTY-SEVEN STANDARDS ADOPTED. All of the new standards and revisions of existing standards in the automotive field, numbering 37, including 16 aeronautic standards, which were presented as recommendations and approved at the Summer Meeting of the Society of Automotive Engineers at Quebec last June, have now been approved by letter ballot of the voting members of the Society.

Of greatest general interest is the new standard of a limited number of balloon tires and rims. The most important new work is in the adoption of the aeronautic standards, most of which are primarily of engineering interest only but will tend toward a greater degree of interchangeability of parts and reduction of manufacturing cost of airplanes. Similar work on automobile standardization is conservatively estimated to have resulted in a 15 per cent saving to the public in the cost of all new automobiles bought annually.

23. SAVES $34,105,122.00. - Since April, 1918, the date of organizing a Salvage Branch of the Quartermaster Corps of the Army, the sum of $34,105,122.00, has been placed to the credit of the Treasurer of the United States from the sale of waste material, such as old metals, rubber, rags, bottles, hair, hides, etc.

24. STEEL DIRECT FROM ORE. - Research work in developing a new method of producing steel directly from iron ore is reported contemplated by two large German firms, the Friedrich Krupp Aktiegesellschaft and the United Steel Works, which have recently formed a new company for the purpose, with an official capital of 100,000 marks.

25. NEW GERMAN PRODUCT. - An entirely new fabric has recently been produced in Germany. While the exact composition of the new fabric is unknown it includes paper, a textile fabric, and one or more metals. The top surface has the appearance of metal, but the back surface has the appearance of paper, and it may be bent or folded without cracking. The new fabric, it is reported, may also be embossed or printed upon by ordinary printing methods and is made in a variety of colors. It is said not to oxidize or tarnish. The new fabric is claimed to have a wide range of uses. Thus far the principal ones suggested for its utilization are: Quality cardboards, confectionery boxes, trunk linings, fine packing for cosmetics, placards, picture frames, book binding, fancy ball shoes, stage decorations, and wallpaper.

26. ROAD TO BUSINESS PROSPERITY. That "Companionate prosperity" is the outstanding prerequisite of permanent individual prosperity, and may be achieved only through the increased use of our new scientific methods of mass production and mass distribution, is expressed by Edward A. Filene, President of William Filene Sons Company, in his article "The Road To Business Prosperity" which appeared in American Stationer and Office Mananger. The prosperity induced by the scientific practices of a comparatively few of our leading industries is not enough to counteract the harm done by the great majority of unprogressive concerns. Our prosperity can be increased only if all of our people are provided with greater buying power. Unfortunately, distribution has failed to keep scientific pace with manufacture. Taking retailing as a whole, the price doubles between the ultimate consumer. This waste in distribution, conservatively estimated as between 7 and 8 billion dollars a year, is due to the large number of middlemen and retailers who are untrained in scientific methods of conducting a business. Until all preventable waste in business, farming, and government is eliminated, buying power will remain cramped and prosperity will continue ephemeral.

27. WHAT'S BACK OF DEMAND. - While the sales manager is frenziedly tearing his hair over charts and quotas, economic law is quietly determining the issue with the aid of four fundamental principles, states Lawrence Smith, Assistant Professor of Economics, Wellesley College, in his article "What's Back of Demand" in a recent issue of Purchasing Agent. The first of these, writes Professor Smith, is the law of diminishing utility. Applying this principle to demand, it means that the buyer will pay a relatively high price for a limited amount of the commodity, but will buy larger and larger amounts only at ever-decreasing price. A second

factor is the purchasing power of the consumer. People are obviously limited in the things for which they have an effective demand by the size of their incomes. The possibility of substitution and of stocking up for the future are likewise important market influence. In the light of these factors, it may correctly be assumed that the number of units which buyers stand ready to buy varies inversely as the price.

28. INVENTORY REDUCED. - Simplification reduces inventory investment and inventory discrepancies, overhead expenses, increases efficiency of workers, purchasing power, tends to better and simplified inspection, a more accurate accounting system and quicker deliveries.

A large utility reports these benefits after a campaign of three years on simplification and stock reduction. A standardization committee was appointed by an operating official and consisted of one or two representatives from each department, namely light and power, railway, bus, water, and gas, with final authority as to disposition of materials. Their purchasing Agent acted as chairman and arranged meetings at various locations, which were at least once a year at every location, upon recommendation of the Superintendent of Materials. Minutes of the meeting were made in detail and the responsibility of simplifying, standardizing and otherwise making disposition of materials was relegated to certain individuals within the committee who reported their analysis and recommendations within a certain length of time. For example, there were 138 sizes and kinds of bolts carried which were reduced thus far to approximately 70; 75 sizes and kinds of iron to 49; 24 kinds of paint to 12; 13 kinds of insulators to 7; 3 sizes of alley arms to 1; standard sizes of meters and transformers were established and numerous items eliminated as stock items, only to be ordered on demand.

This has resulted in reducing inventories $182,000 or 36%; inventory discrepancies from 1.9% to .4% and expenses 36%. Items were reduced 15% with individual stockrooms showing reductions of 66% - 51% - 47%, etc., but increased operations in certain departments increased items carried in these stockrooms as high as 168% which explains the low average reduction of 16% for the entire system. Their turnover will now average 3 times a year whereas it formerly was 1.7 times a year. Employees were enabled to use the time thus gained in studying better methods of storekeeping. The efficiency of their records increased 29%. This utilities' investment in materials as of December 31, 1927 reflects favorably with 33 other large utilities as it ranks second lowest when compared with plant investment and fourth lowest when compared with gross earnings. Other large utilities have been following the same relative scheme with comparative results.

29. AIRCRAFT NEEDS STANDARDIZATION. Edward P. Warner, Assistant Secretary of the Navy for Aeronautics, told the Standards Session of the Los Angeles Aeronautic Meeting that interchangeability in the interest of ease of maintenance, of convenience and of replacement far from home, can proceed only from mass production of standardized articles. That the airplane manufacturer, by using standardized parts, would realize a financial saving, both as to initial cost and the labor of checking the strength of each individual part

30. STANDARDS FOR TOOL STEELS Earlier attempts to establish standards for tool steels resulted in failure because of the unwillingness of manufacturers to submerge the individuality of their various brands. More recently a committee of the

American Society for Testing Materials has made a more successful attempt to establish for tool steels some standards that do not prescribe the details of elements as do standard specifications for other steels.

31. AUSTRIAN NEEDS SIMPLIFICATION. According to Emanuel Rusch Jr. of Vienna, Austria, whose father conducts the Textile Technical Bureau and a textile factory in Vienna, "Austrian manufacturers have too many different articles at the same time and change from one article to another too frequently thus bringing up the working expenses." In the United States, over-diversified manufacture is taken care of through simplified practice.

32. EFFECT SAVING IN STATIONERY. - A prominent West Virginia Concern finds slogans on standardization and simplification, typed on the lower edge of all inter-company correspondence, very helpful, according to the chairman of the standardization committee of this company. The slogan just adopted is "Simplification Guards Against Over-Investment." Slogans are changed periodically. This concentrates the importance of this project as a "company policy" upon their employees and gives them a refreshing variation of its value in a terse manner.

33. PLANT LOCATION IS SCIENTIFIC. - Much has been said in recent years concerning the possibilities of future decentralization of a number of industrial centers, editorially remarks the Iron Trade Review. During the last part of October the industrial property division of the National Association of Real Estate Boards, held a conference to consider the subject, and to seek how their value may be measured and to what extent their discernment has aided in the standardization of the industrial realtor's equipment.

34. JAPANESE INTEREST. Recently Mr. S. Sakura of the Economic Research Department of the Mitsubishi Goshi Kaisha, Tokyo, Japan, visited the offices of the Division of Simplified Practice for first hand information regarding the simplification program. Upon his return to Tokyo, his bureau wrote the Assistant Director of the Bureau of Standards in charge of Commercial Standards Group that "while the simplification movement is now a world-wide problem, it has not yet, in actual practice, received the same attention in Japan as elsewhere, but that the Economic Research Department was keenly alive to the importance of the problem."

35. SAVINGS FROM STANDARDIZATION. - In a recent bulletin the American Hotel Association discusses savings from standardization that have accrued to other industries and explains the work being done by the Hotel Committee on Standardization and Waste Elimination "An effort is now being made by this committee, under the chairmanship of Augustus Nulle of the Waldorf Astoria, New York, to cooperate with the Bureau of Standards in Washington to bring about the simplification and standardization of many items of furnishing and equipment used in Hotels," says this report, adding, "The Department of Commerce, through contact with manufacturers and distributors of these commodities, will endeavor to bring about a cooperation of all interests in the establishment of mutually satisfactory and useful standards. For many years, other industries have successfully worked out standardization whereby real savings could be made in the purchase of supplies. To this end, the committee expects to assist in the preparation of a series of articles to appear simultaneously in the hotel press, which should awaken interest among our members and should result in great benefit following experimentation and scientific investigation by the Bureau of Standards."

36 URGES SUPPORT TO SIMPLIFIED PRACTICE - Recently the Bulletin of the National Paint, Oil, and Varnish Association, asked the question, "Why should a manufacturer adhere to the 'Limitation of Variety Recommendation' adopted some years since?" In

the same issue the editors of the Bulletin answered their own question as follows:

"First, for his own good, and second, because it is the deliberate recommendation of more than 90 per cent of the industry, after long, consideration and debate. Unprofitable colors and sizes are only a burden on the profitable lines, which are certainly burdened enough at the best. One of the chief reasons for our national prosperity during the past five or six years has been the reduction in unprofitable and unnecessary varieties and sizes in different lines of industry. There is a reasonable limit to everything and the industry as a whole has decided that twenty-eight shades, exclusive of white and black, will take care of all requirements in housepaints - some important manufacturers are making fewer than that. New tints can be added to meet the changing taste of consumers; but this changing taste also makes it possible and advisable to discontinue at the same time an equal number of tints no longer in demand. It is possible to produce about 100,000 different hues, tints and shades, but the line must be drawn somewhere - why not draw it at the common-sense point?"

37. NEW BULLETINS. - Three Trade Information Bulletins have been released by the Bureau of Foreign and Domestic Commerce, of the Department of Commerce as follows: #575, "The Retailer and the Consumer in New England"; #579, "Developing the Smaller Leather Markets"; and #580, "Budgets of European Countries, 1928, Part I - Northern and Eastern Europe." In discussing the booklet dealing with the "Retailer and the Consumer in New England," Dr. Julius Klein of the Bureau of Foreign and Domestic Commerce said; "Application of the newer science of market analysis and business management will largely solve the business problems that have faced New England since the war in industries that have not adapted their operations to the changed conditions. The basic information necessary for applying modern and scientific marketing and management is now being made available by the Department of Commerce in this new pamphlet."

38. CROCKETT NOW ON SIMPLIFIED PRACTICE COMMITTEE. - H. G. Crockett of Scovell-Wellington Co., has been selected to serve on the standing committee for Simplified Practice Recommendation No. 37, Commercial Forms (Simplified invoice). Mr. Crockett succeeds Addison Boren of the National Association of Cost Accountants. Other members of this Committee are: W. L. Chandler, representing the National Association of Purchasing Agents (Chairman) James C. Bennett, representing the National Electrical Manufacturers Association (Vice-Chairman), C. M. Finney, representing the Machinery Builders' Society, E. R. Woodson, representing the Railway Accounting Officers' Association, and Lew Hahn, representing the National Retail Dry Goods Association.

39. UNIFIED TRAFFIC CONTROL. - Warning that some cities are making fundamental errors in installing street traffic signs, signals and markings, is contained in the report of the American Engineering Council just completed as the result of a survey of more than 100 cities in 35 states, in cooperation with the National Conference on Street and Highway Safety. That conference, whose special committee on model municipal traffic ordinances and regulations drafted in Washington last summer a model municipal traffic ordinance, is sponsored by the Department of Commerce and the Chamber of Commerce of the United States.

The Council's report deals with engineering phases of city traffic control, including, in standardization of devices, mechanical equipment, wording, color

shape. location, material, illumination. stipulations with respect to curves. grades, heights, and other details.

40. STANDARDIZATION AND SIMPLIFICATION IN NEW ENGLAND. - A review of the second report in the series on applying research to production entitled "Standardization and Simplification," by the Research Committee of the New England Council, shows how simplification has been applied to the products of various New England manufacturers.

A manufacturer of machinery for the production of steel products simplified roll housings from 50 to 24 sizes, pinion houses from 30 to 12, conveyor tables from 25 to 6, cooling beds from many types and sizes to 3, and sections of angle iron from 74 to 11. One firearms company reduced their line from 18 to 8 models; another reduced their line from 354 to 100. A cotton and woolen manufacturing company which formerly used 160 yarns, varying in color, material or count, now uses, in one mill, one count of filling and warp, five different warps, all from the same count of yarn. In another mill where four counts of filling were formerly used, but one is now used with one count of warp. A shoe concern which in 1920 manufactured 2500 styles of shoes now manufactures only 100 styles. A paper manufacturer has found that hand to mouth buying is reducing the time allowed for delivery of orders, and making necessary a larger stock on hand for immediate shipment. His line consists of 53 grades of paper, approximately 12 colors to each grade, four or five weights and various finishes. To facilitate the keeping of adequate inventory, he is endeavoring to reduce the number of grades and discourage the demand for special watermarks. (To be continued in the December 15th Monthly News Bulletin).

41. SWEDISH SIMPLIFICATION. A copy of the pamphlet entitled "Sloseri" (Waste) recently issued by the Standardization Commission of the Swedish Industry has been received by the Division of Simplified Practice. This pamphlet gives a popular review of how standardization has progressed in Sweden, and has been issued for the General public, as well as the particular industries concerned, for the purpose of creating sentiment in favor of further development along this line.

The Division of Simplified Practice has been informed that the Swedish work has received a great deal of encouragement from observing the work and results obtained in the United States. The Division has had a few visitors from the Scandinavian countries, as well as from other parts of Europe, and they all seemed to be much impressed with the results of simplified practice in the United States.

42. STANDARD CATALOG. A Federal standard stock catalog is being prepared under the supervision of the Chief Coordinator of the Bureau of Budget, which will include all of the items of supply ordinarily purchased by one or more of the Federal Departments. It marks a very important step in the effort of the Federal Government to coordinate and simplify its purchases.

The navy has had a standard stock catalog for years and throughout the navy standardized and uniform nomenclature is used, also standard symbols or "part numbers" and standard code words for each part or item. This has greatly facilitated the navy's procurement routine, reduced clerical work, and effected many economies The expansion of this catalog to apply to all departments is bound to prove a great convenience to them and undoubtedly to many manufacturers regarded as sources of supply to the Government.

A typical section of the Federal catalog illustrating its general make-up and purpose is available from the Chief Coordinator, United States Bureau of the Budget, Arlington Building, Washington, D. C. Readers of this bulletin interested should write to the Chief Coordinator for a copy.

43. RECENT ACTIVITIES OF THE COMMERCIAL STANDARDS GROUP. In the editorial of the October Monthly News Bulletin, through a typographic error, it was stated that the direct cost of material handling in the United States approximates $3,500,000, annually. This should have read $3,500,000,000. It was also stated that the Federal Specifications Board was a part of the Commercial Standards Group. The Federal Specifications Board is under the office of the Chief Coordinator of the Bureau of the Budget.

Division of Simplified Practice

Welded Chain - A general conference of manufacturers, distributors and users of Welded Chain will be held at the Department of Commerce on November 15th, 1928. Manufacturers, representing a large majority of production, have formulated a program calling for a reduction of about one-third in the number of sizes and varieties now catalogued. The conference will act upon the proposals with a view to adopting a simplified practice recommendation covering this commodity.

Photographic Paper - A general conference of manufacturers, distributors and users of photographic paper held in New York on October 23rd, under the auspices of the Division of Simplified Practice, unanimously approved a simplified schedule for cut and roll sizes of photographic paper. The program was prepared by a committee of manufacturers and was based on a survey of demand of the various sizes. The survey disclosed the fact that there existed an unusual number of seldom-called for sizes which could be eliminated from the regularly stocked sizes with benefit to all concerned. The program provides for the elimination of the sizes in least demand and establishes as stock varieties the out and roll sizes for which there is sufficient demand to justify their retention as regular items. The conference appointed a standing committee of all interests to act as a liaison between the Department of Commerce and the industry for the consideration of all questions involved in this program. The Division of Simplified Practice at an early date will issue a report of the meeting, including the schedule of the sizes approved, for the acceptance of the industry.

esults of Quarter - That the public is interested in getting better values for their dollar in buying staple articles, is indicated in the report of the activities of the Division of Simplified Practice for the third quarter of 1928. There were 1,705 new supporters of simplification received during this period. At the beginning of the quarter there were 9,754 individual firms and 883 trade associations supporting simplified practice, while at the end of the quarter these figures had increased to 11,319 individual and 1,023 associational acceptors. This endorsement is given in the form of a signed acceptance to each simplified practice recommendation, by which the acceptor pledges his support to the program as developed by the industry. Assurance that the acceptors really follow out the provisions of the simplified practice recommendations, both in buying and selling, is indicated in the reports of the surveys which were made on 7 projects during the quarter. Based on factual surveys, 82.33 per cent of the output of the commodities covered by these seven projects were in conformity with the adopted simplification. This report is typical of the steady gain, throughout the year, in adherence to the completed projects. During the second quarter of 1928 there were 6 projects reviewed with the average adherence of each reported at 83.97 per cent.

A further indication of the increasing interest in simplified practice is found in the fact that of the more than 466,000 printed publications of the Division of Simplified

Practice sold up to the end of the quarter, 116,247 were sold during the fiscal year ended June 30, 1928.

Hard Fiber Twines - A sufficient number of signed acceptances have been received from the interested elements of industry, numbering at least 80 per cent by volume of annual production, to insure the general adoption of the simplified practice recommendation for Hard Fiber Twines (Ply and Yarn Goods) the Division of Simplified Practice announces this simplification may be considered as effective November 1, 1928.

Glass Containers for Preserves, Jellies and Apple Butter. - The simplified practice recommendation for preserve jars and jelly glasses which was adopted by the general conference of manufacturers, distributors and users, held in Cleveland, on September 18th, in conjunction with the convention of the National Preserves Association, is now before the industry for acceptance. Upon receipt of the required number of acceptances the recommendation will be printed as Simplified Practice Recommendation No. 91, in the Department's "Elimination of Waste" series.

Beverage Bottles - The organization of a joint simplified practice committee has been completed to consist of four representatives of the American Bottlers of Carbonated Beverages and three from the Glass Container Association. At the first meeting of the committee, which was held at the Department of Commerce on November 2nd, a chairman was appointed and the scope of the activities of the committee was discussed. A survey is to be made under the auspices of the committee, the results of which are to be used as a basis for the preparation of a tentative simplified practice recommendation for consideration by the industry.

Glass Containers for Drug and Pharmaceutical Industries. - The various industries and associations which were authorized to appoint a member to serve on a joint simplified practice committee have selected their representatives. The first meeting of the committee will be held in the near future to select a chairman and to discuss the scope of the work and to determine the extent of the survey which has been authorized by the different groups concerned.

Cooperage - A representative of the Division of Simplified Practice addressed the 13th Semi-Annual Convention of the Associated Cooperage Industries of America, at Chicago on November 15th, on the subject "Simplified Practice and Its Application to the Cooperage Industry." A standardization committee of the industry met on November 13th at which time the matter of simplification of wooden container sizes was discussed.

Ice Cream Cans - A tentative list of sizes and types of ice cream cans which was worked out by a joint simplified practice committee on June 6, 1928, was submitted at the annual convention of the International Association of Ice cream Manufacturers at Cleveland during the week of October 15th, for consideration and criticism.

Shipping Tags - A meeting of manufacturers of shipping tags was held at the Department of Commerce on October 25th for the purpose of giving all tag manufacturers the opportunity to take final action on the program prepared by the simplified practice committee. The modified program was adopted by this meeting. Plans are in preparation for holding a general conference at some future date.

Steel Bathroom Medicine Chests - A preliminary conference of manufacturers of steel bathroom medicine cabinets has been held under the auspices of the Division of Simplified Practice. At this meeting a tentative simplified practice recommendation was drafted and will be submitted to all manufacturers of this commodity for comments and suggestions before being considered at a general conference bringing in architects, contractors and engineers

Pipe Balls - A meeting of the Simplified Practice Committee, which was appointed at a preliminary conference held on October 4, was held in Pittsburgh on October 26. At that time a tentative simplified practice recommendation was drawn up. This will be submitted to a general conference of producers and users to be held early in December.

Marine Hardware - The simplified practice committee of the marine hardware industry held a meeting in New York City on October 22nd, and final preparations were made for the submission of a simplified practice recommendation to all manufacturers prior to calling a general conference.

Upholstery Nails - A representative of the Division of Simplified Practice addressed a meeting of the upholstery nail industry and stressed simplification as a means of waste elimination. A committee of manufacturers was appointed to make a study of conditions and report back to the Division.

Metal Shower and Toilet Partitions - At a meeting of the Metal Compartment Manufacturers Association, held in Columbus, Ohio, on October 10 and 12, the final draft of a simplified practice recommendation was approved by the manufacturers, and is being submitted to the Division with the request that it call a general conference.

American Marine Standards Committee

The American Marine Standards Committee, organized to represent the marine and allied industries in matters dealing with simplification of practice and standardization, and whose activities are administered as a unit of the Division of Simplified Practice, has issued a revised edition of the outline of its organization and procedure. The pamphlet contains the committee's constitution and general rules, also its rules for development of standardization projects. The constitution and rules appear as recently modified to simplify procedure. Briefly stated, the committee is constituted of a membership and governed by an Executive Board elected annually from and by the membership. The administrative details devolve upon the Chairman and the Secretary. The field of activities embraces design, construction and manufacture of hulls, machinery, equipment and fittings for ships and port facilities, also their maintenance and operation, particularly in relation to the merchant marine of the United States. The technical field comprises five divisions, viz: Hull Details; Engineering (Machinery) Details; Ship Operation Details and Supplies; Port Facilities; Manufacture and Construction. Each of these divisions is headed and supervised by a technical committee. Provisions are made for special committees on subjects of far-reaching importance to the industry, and to coordinate the committee's technical work with current related activities.

A list of fifty publications comprising the standards compiled and promulgated by the committee to October 1, 1928, is available. These publications contain 31 standards of hull details, 22 standards of engineering details and 20 standards appertaining to ship operation details and supplies. They are obtainable at nominal prices from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Preliminary draft of proposed standards for sleeve couplings for propeller shafting was submitted to the Technical Committee on Engineering Details.

A revised type of standard cap for tubular steel cargo booms was developed as a substitute for design previously tentatively approved. The new design has link instead of pin connections for the cargo falls and topping lifts. It is to be submitted to the Executive Board for approval for promulgation at the meeting in November.

Preliminary drafts were prepared and submitted to the Subject Committee on Insulation and the Technical Committee on Engineering Details, of three additional specifications for insulation materials, viz:

Pipe-Covering, Diatomaceous Earth, Molded Earth, Diatomaceous, Granular, Calcined Brick and Mortar, Insulating, Calcined Diatomaceous Earth.

A manuscript of revised edition of pamphlet entitled "Simplified Practice in the Marine Field" containing the amended Constitution and Rules of the American Marine Standards Committee was prepared and issued for printing.

Final drafts of standard specifications for built-up propellers, templates for machining blade flanges, and for solid propellers, were prepared and submitted to the Technical Committee on Engineering Details for final recommendations to the Executive Board.

A preliminary draft of proposed rules for standard practice in hull construction was prepared and submitted to the Technical Committee on Hull Details and others concerned for critical comment and recommendations to the Executive Board.

Good progress is being made on drawings of proposed standards of plain chocks, end-roller chocks, pillar chocks, and pillar-roller chocks.

A number of publications were received from the Printing Office comprising standards recently promulgated, which are to be distributed to the membership as soon as the last one of the group is available.

Proposed standard rules for design and construction of marine boilers and pressure tanks have been developed by a sub-committee and are to be submitted at an early date to the subject and technical committees concerned.

The special committee on stability and loading has agreed upon its final report which is to be submitted to the Executive Board for promulgation at the next meeting.

The next meeting of the Executive Board has been set to take place on Saturday, November 17th, at the office of the Chairman, Colonel E. A. Simmons, Simmons-Boardman Publishing Company, 30 Church Street, New York. At this meeting a number of reports are to be received and considered and a number of proposed standards are to be finally acted upon.

The Secretary of the Committee announces that a group of publications will be distributed to the membership in the near future. This will comprise standards recently promulgated as follows:

Specifications for Insulation of piping and machinery on ships; Magnesia molded pipe covering and blocks; Magnesia asbestos plaster; Asbestos millboard; Hair felt for insulation; Cotton duck for insulation coverings; Metallic Packing for condenser tubes; Rubber air hose; Rubber steam hose; 1½-inch water hose, rubber covered; 2½-inch water suction hose, smooth bore; Oil suction and discharge hose, rubber covered.

Design standards for: Hubs and fairwater caps for built-up propellers, with flush facings; Scupper valves - Sizes 3, 4, 5 and 6 inches; Boom Steps, bracket type, for 5, 10, and 15 ton booms, and deck type, for 15, 20 and 30 ton booms.

Commercial Standards Unit

A paper entitled Commercial Standards, Their Purpose and Utility, has been prepared for the information of those who may be interested in this service to American industry. In ad-

dition to the material indicated by the title, there is set forth a definition of the term Commercial Standard, quotations and comments from significant sources, as well as a more or less detailed statement of procedure. Copies of this paper are available upon request.

Surgical Gauze - Agreeable to requests from interested manufacturers, invitations have been issued to a general conference to be held at 10:00 A.M., Friday, November 16, 1928 at the Drug and Chemical Club, 85 John Street, New York City, to consider the establishment of a Commercial Standard for Surgical Gauze. The proposed Commercial Standard covers the commercial designations for both gray and bleached surgical gauze, thread count, weights, widths, and water absorption requirements with tolerances and tests for each. Copies are available upon request. All those interested in establishment of a Commercial Standard for this commodity are invited to be present at the above conference or, if preferred, to submit their suggestions and comments in writing.

Enameled Sanitary Ware - The dimensional survey of enameled sanitary ware items regularly produced, recently authorized by the Advisory Committee, is well under way. Samples of the ware are also being assembled for careful examination and inspection preparatory to drafting tentative nomenclature and grading rules for this commodity.

Staple Porcelain (All Clay) Plumbing Fixtures - Under date of October 23, it was announced that a sufficient number of signed acceptances from manufacturers, distributors and users had been received to insure the general adoption of the Recommended Commercial Standard on Staple Porcelain (All Clay) Plumbing Fixtures. Effective date for new production will be July 1, 1929, and for clearance of manufacturers' stock January 1, 1930, as determined by the general conference. Earlier compliance with the recommendation wherever practicable is, of course, encouraged.

Curbing "Bootleg" Manufacturers - An article under this title by Julian Armstrong, Executive Vice President of the Pipe Nipple Standards Corporation, appeared in the October 15 issue of the Plumbers and Heating Contractors Trade Journal, which is of interest to all manufacturers who are forced to combat competitive marketing of off-grade or low quality products. Mr. Armstrong says "There are today many manufactured articles whose outward appearances are so exactly similar, and to determine the actual quality and grade of their ingredients or component parts would call for such elaborate and expensive tests, that the large majority of the buyers and users of such products - including, of course, the public - are deprived of such safe-guards and buy on price and outward appearances." Reprints of the above article are available upon request to the Commercial Standards Unit.

Foreign Interest in Commercial Standards - It is significant that manufacturers in foreign countries are taking an interest in Commercial Standards developed in the United States, as evidenced by a recent letter from Alstell and Bernstrom of Stockholm, Sweden, addressed to the Plumbers Trade Journal, making inquiry concerning effectiveness of stanards in the plumbing field, with particular reference to vitreous china ware.

Division of Specifications

A supplement to Miscellaneous Publication No. 90, "Directory of Commercial Testing and College Research Laboratories," to include proper references and adequate details relating to certain commercial and college laboratories not covered in the second edition of that publication, has been prepared. As the result of a request from the War Department, the Chief Coordinator has arranged for the publication by the Bureau of Standards of a classified list of all Governmental laboratories, facilities, etc., available for the testing of supplies and materials for the purchasing officers of the various Government departments.

Arrangements for bringing the certification and labeling plans to the attention of every known American technical society, trade association, distributing organization, advertising agency, and consumer group are now being carried out. Up-to-date descriptions of these plans will be sent to officers of all of the associations and societies, and copies of the revised lists of "willing-to-certify" manufacturers will be sent to the executive officer of every consumer group These lists are being, and will continue to be sent to individual consumers upon request. The Bureau of Standards has prepared a mimeographed bulletin, "Use of Labels by Nationally Recognized Organizations," which contains a list of agencies that are engaged in activities relating to the formulation of specifications, or the establishment of quality standards, manufacturing in conformity therewith and taking steps to insure compliance therewith that make use of labels or their equivalent for this purpose.

When the National Directory of Commodity Specifications was published in 1925, it was announced that there would be issued as rapidly as conditions would permit a so-called "Encyclopedia of Specifications," in a series of publications dealing with the standards and specifications in various industries. In 1927 the first of the series was issued under the title "Standards and Specifications in the Wood-Using Industries." Manuscript is now in rough-draft form for the second volume of the series; "Standards and Specifications for Non-Metallic Minerals and Manufactures Thereof."

Building and Housing

A list showing the status of building codes and plumbing codes in cities of more than 10,000 population has been prepared by the Division of Building and Housing. It is based on answers to a questionnaire sent to building inspectors, city clerks, and others.

The information given includes the dates of building and plumbing codes now in use, whether printed together or separately, whether or not the codes are being revised, by what agency the plumbing codes are enforced, and the number of persons in plumbing, building, and electrical inspection departments.

The list will be corrected from time to time and probably enlarged in scope and it is hoped that it will become of increasing usefulness to those whose work brings them in contact with building and plumbing requirements. A limited number of copies is available for free distribution and may be secured upon request to the Division of Building and Housing Department of Commerce, Washington, D C.

The Division of Building and Housing reports that building rules and regulations for public buildings and places of employment have just been approved and promulgated by the Administrative Building Council of Indiana In these, extensive use is made of the recommended minimum requirements prepared by the Building Code Committee of the Department of Commerce. Acknowledgement is made to the Committee in the introduction to the rules. Plumbing rules and regulations based on the recommendations of the Sub-committee on Plumbing of the Building Code Committee were adopted by the same Council in 1925. The work done at the Department of Commerce in preparing building and plumbing code recommendations, acceptance of which is entirely voluntary on the part of states and municipalities, is reported as steadily gaining recognition in states and cities throughout the country.